MIS 699 Designing Emerging Information Technology

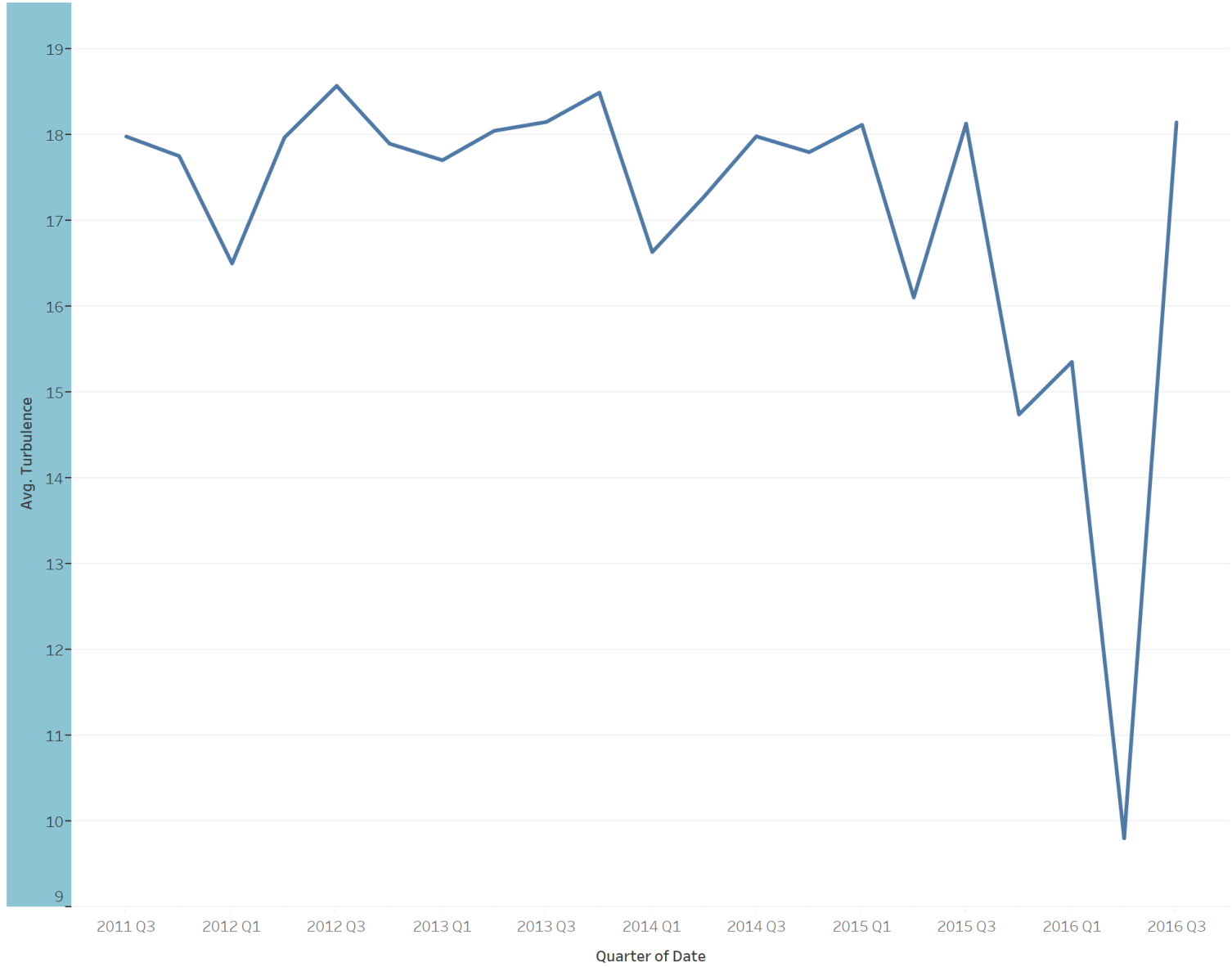
COGNITIVE MARKERS SEQUENCES

In the Previous Presentation, we ….

- Discussed Eve Online
- Familiarizing with the dataset
- Our Primary Objective: Compute Activity Sequence
- A view about the practical problem
- Technical Problem and our approach towards solving it
- Planned Schedule of improvement in the algorithm
- Visualization using Story points in Tableau

MIS 699 C Group 4 Project 2: Compute Activity Sequences

Word Count by Time	Word Count by Time and Max Word Count of Each Post	Word Count by Category Word Over time Table	Dominant Cognitive Word by Year Viz	Average of Dominating Category in the Post overtime	Average Turbulance Over time



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		Max Name												
Year of Date	Quarter of ..	ABS	Causal	Compare	EVAL	Know	NUMB	Perceiv	Quality	Quan	Rel	Solve	Space	Think	Time.
2011	Q3	1				1				2			13		
	Q4	1				7	1			24			119	1	
2012	Q1	4	4	1	4	36			1	53	1	2	282	5	
	Q2					6				17			113	2	
	Q3		1			3				14			97	1	
	Q4	1	1			3				10			40		
2013	Q1	1				8			1	11			109	4	
	Q2	1	1		3					9	1		51		
	Q3		1			1				11			40	2	
	Q4		1			1				5			32		
2014	Q1		2		1	10		2		9			64	1	
	Q2					5				4			22		
	Q3				1	1				3			18		
	Q4		1							7			24	1	
2015	Q1	1				5				9			49	2	
	Q2					1				2			8		
	Q3	1								3			23		
	Q4		4				1			3			14		
2016	Q1		1			1				1			18		
	Q2												2		
	Q3									2			2		
Grand Total		11	17	1	9	89	2	2	2	199	2	2	1,140	19	

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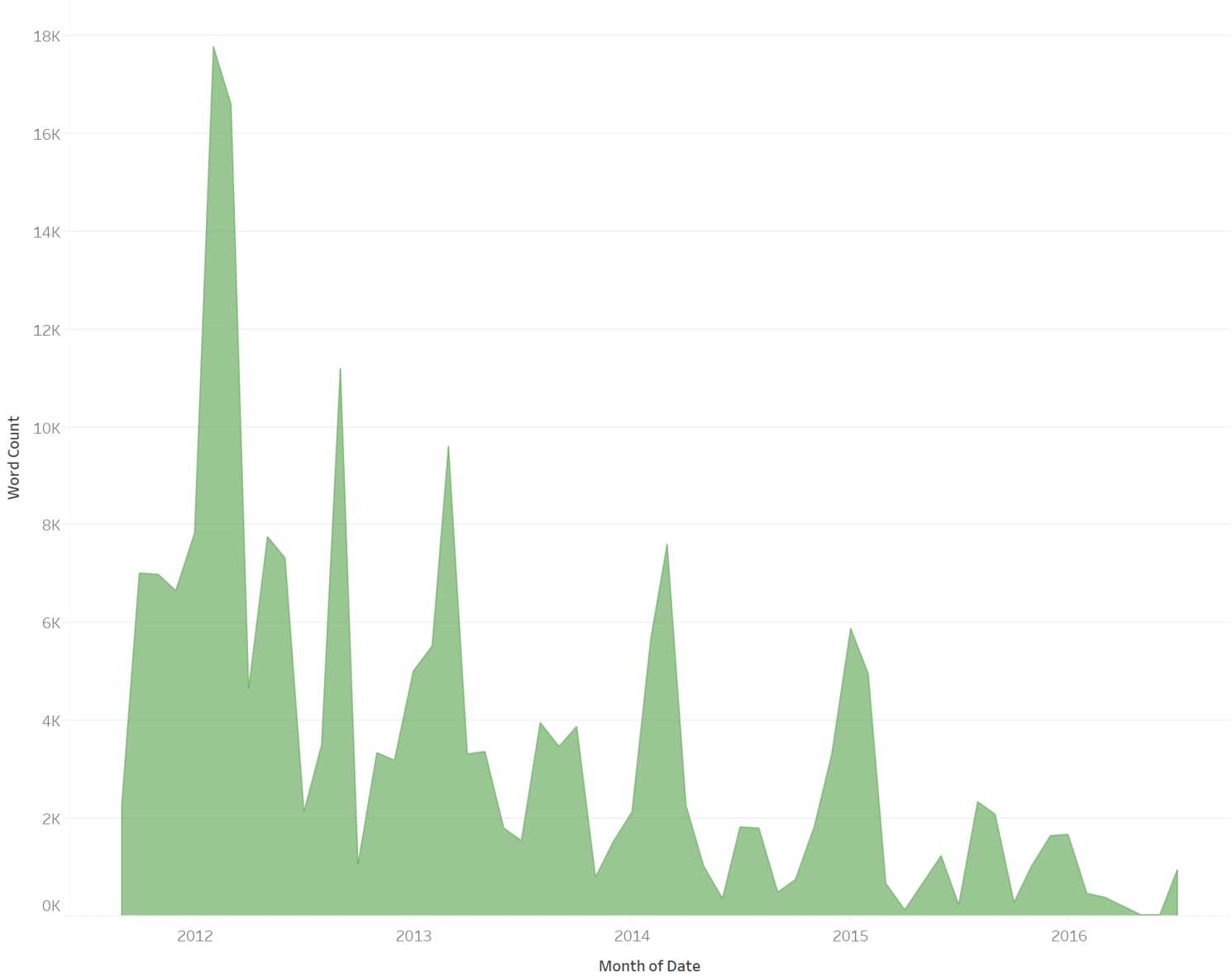

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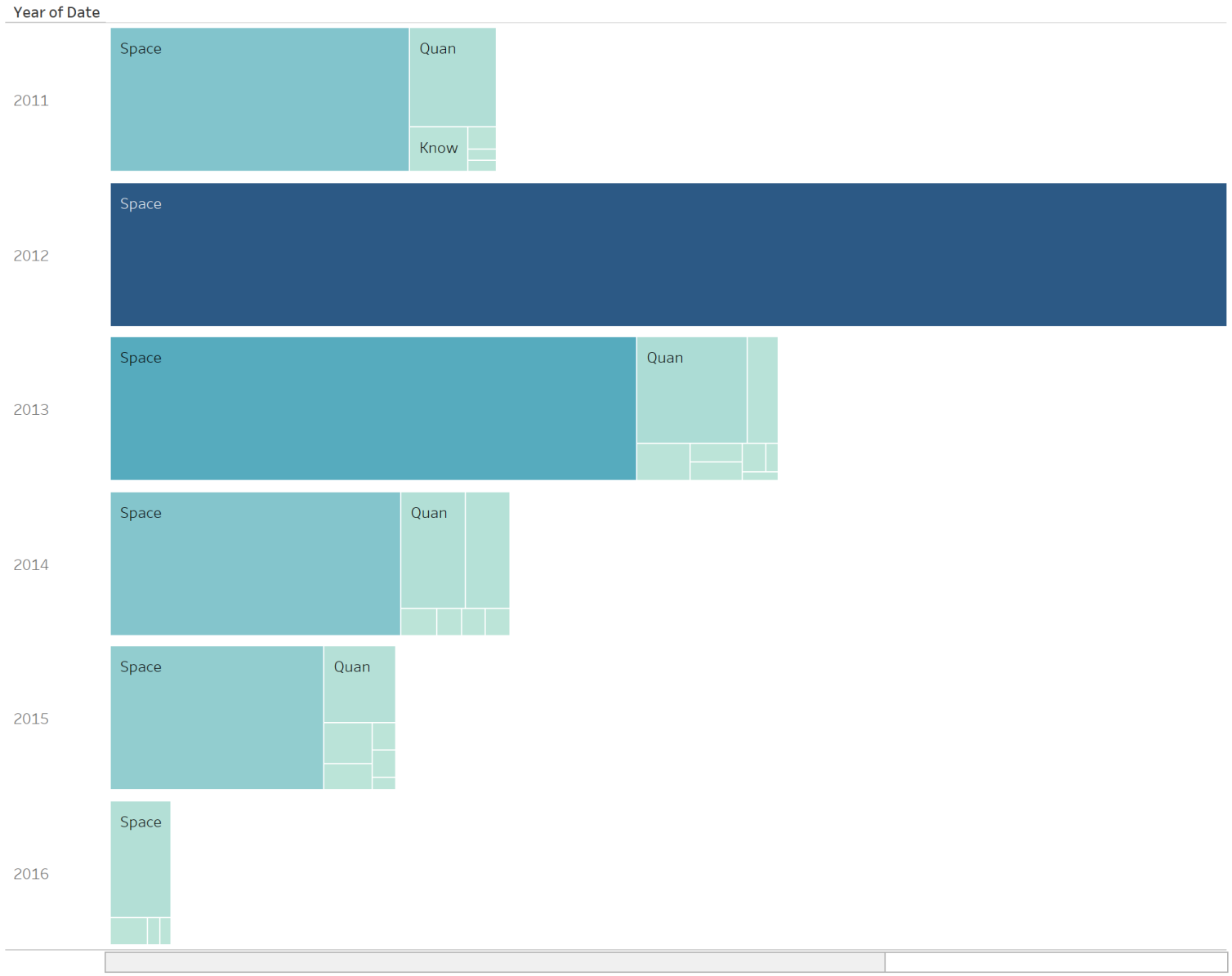


NORMALIZATI

Today we present you

Improved Version of our Prototype

Our Approach

- Understanding what an activity is accordance to EVE online
- Categorizing and forming important activities
- Previously we had

- Think
- Know
- Eval
- EVAL.

Data Transformation

- Focus on Cognitive Orientation Data Markers.
  - Combined Eval and EVAL
  - Eliminated Abs and ABS
  - Eliminated Numb, ORD and CARD
  - Eliminated TIME
  - Eliminated Dist
  - Eliminated Space, POS and DIM

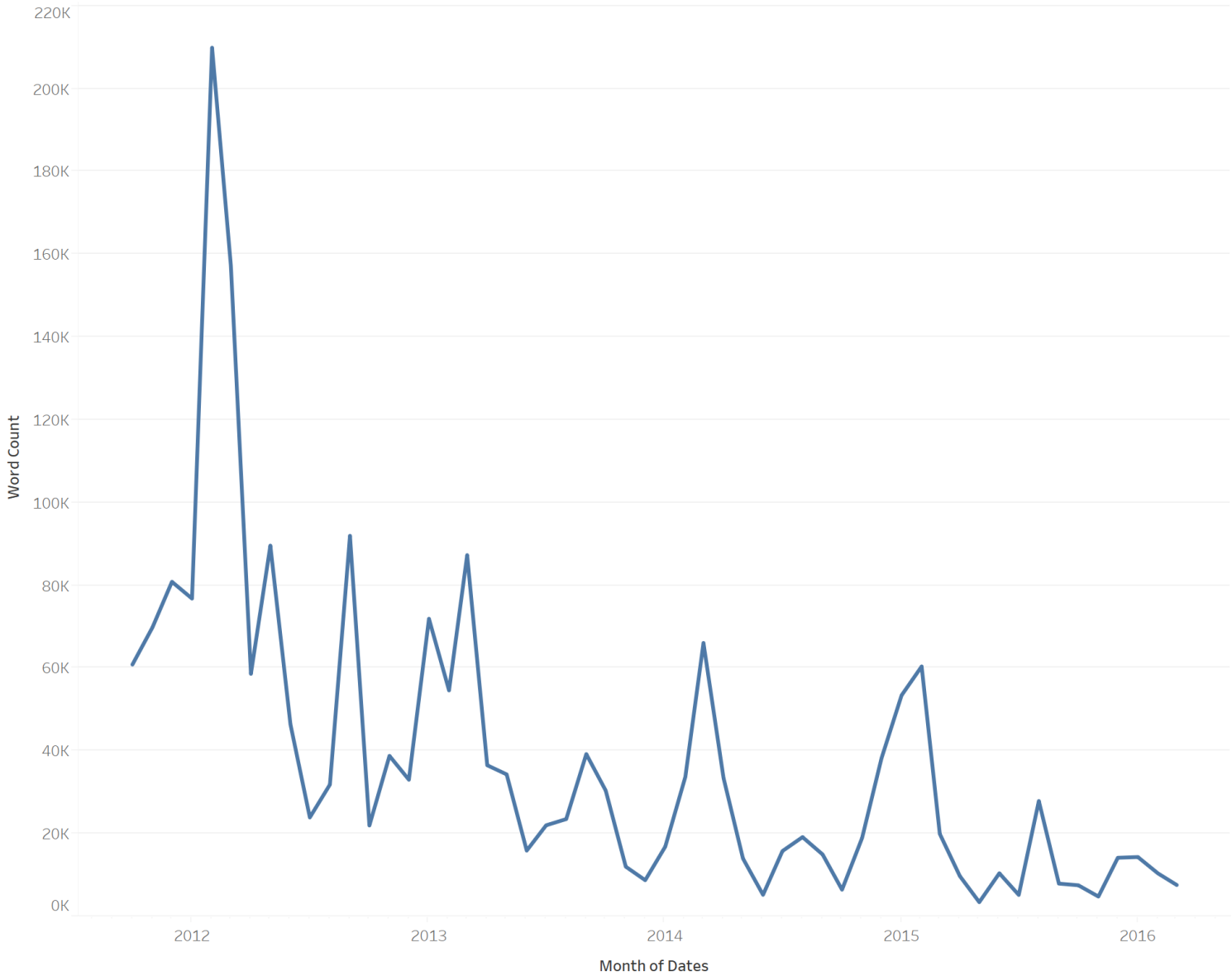
Performing Data manipulation

- Scrubbing the data
- Data Word Count Normalization
- Establishing the Max
- Calculating Post Turbulence Over time.

A look at our Visualization….

Congnitive Sequences

Not Normalized Word Count | Count of Unique Users to Count of Posts | Counts of Posts by Dominant Cognitive Marker | Average Turbulance Over Time | Average of Dominant Cognitive Marker to Total Word Count | Average of Normalized vs Average Post Word Count | Max Word Count by Years



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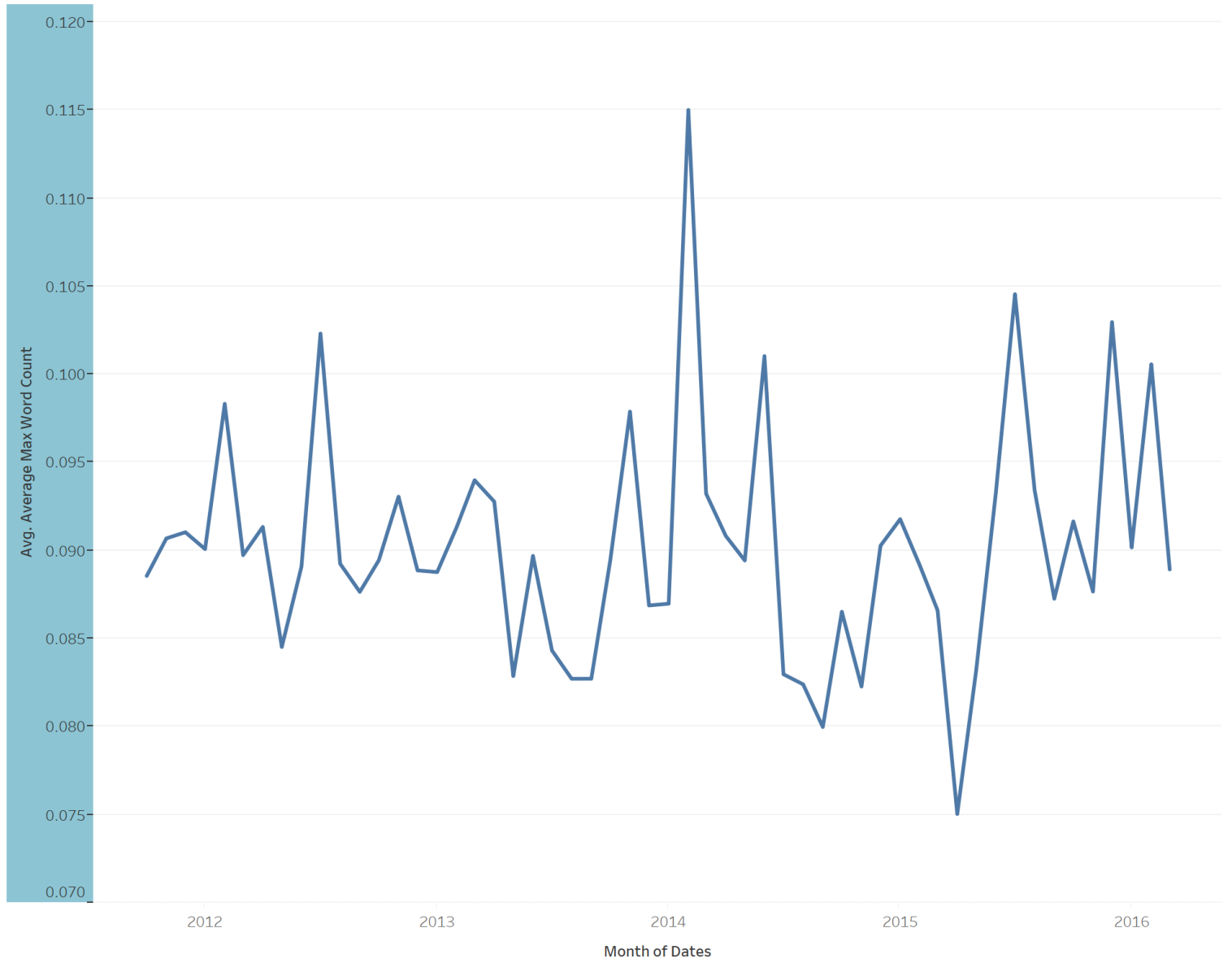

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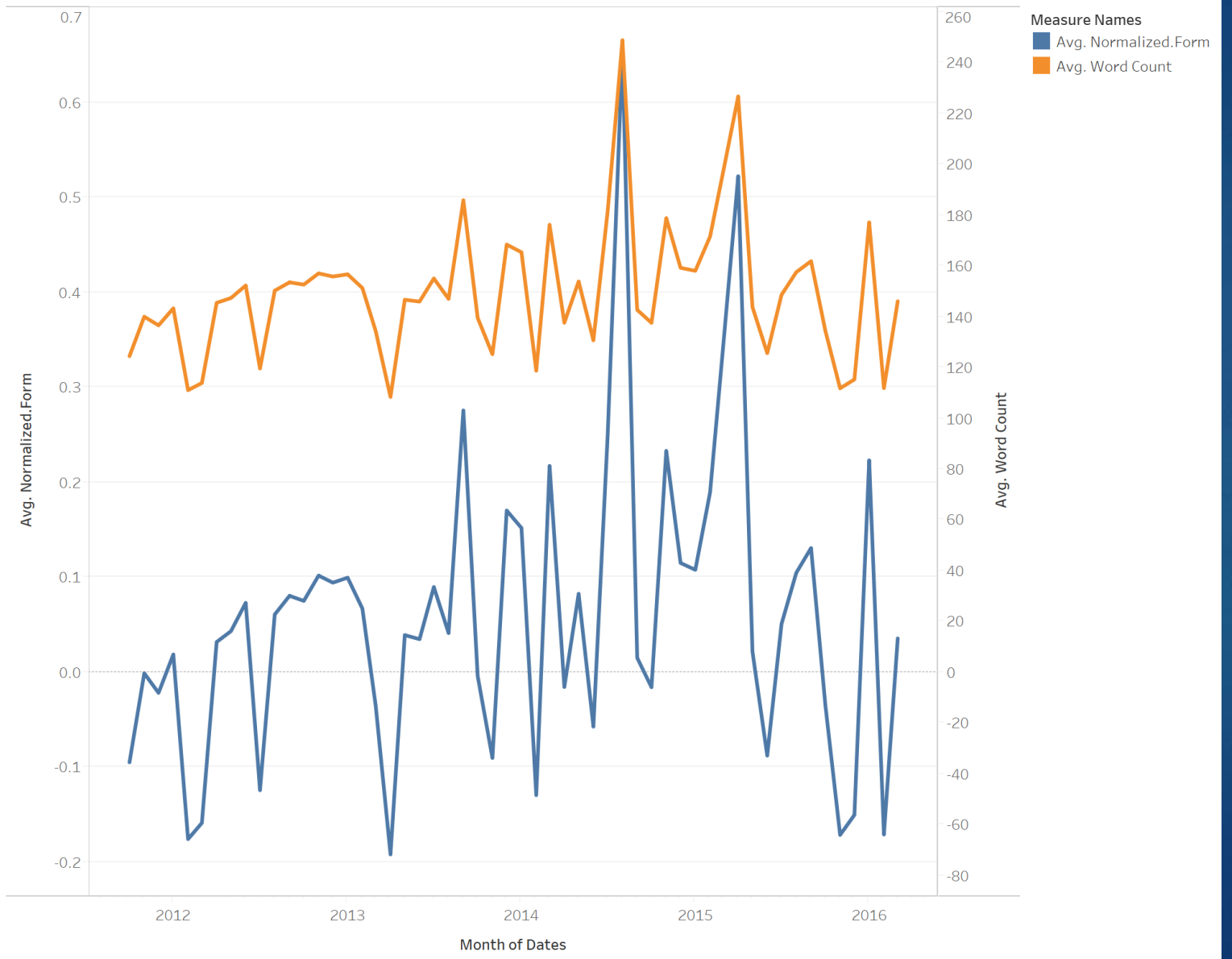

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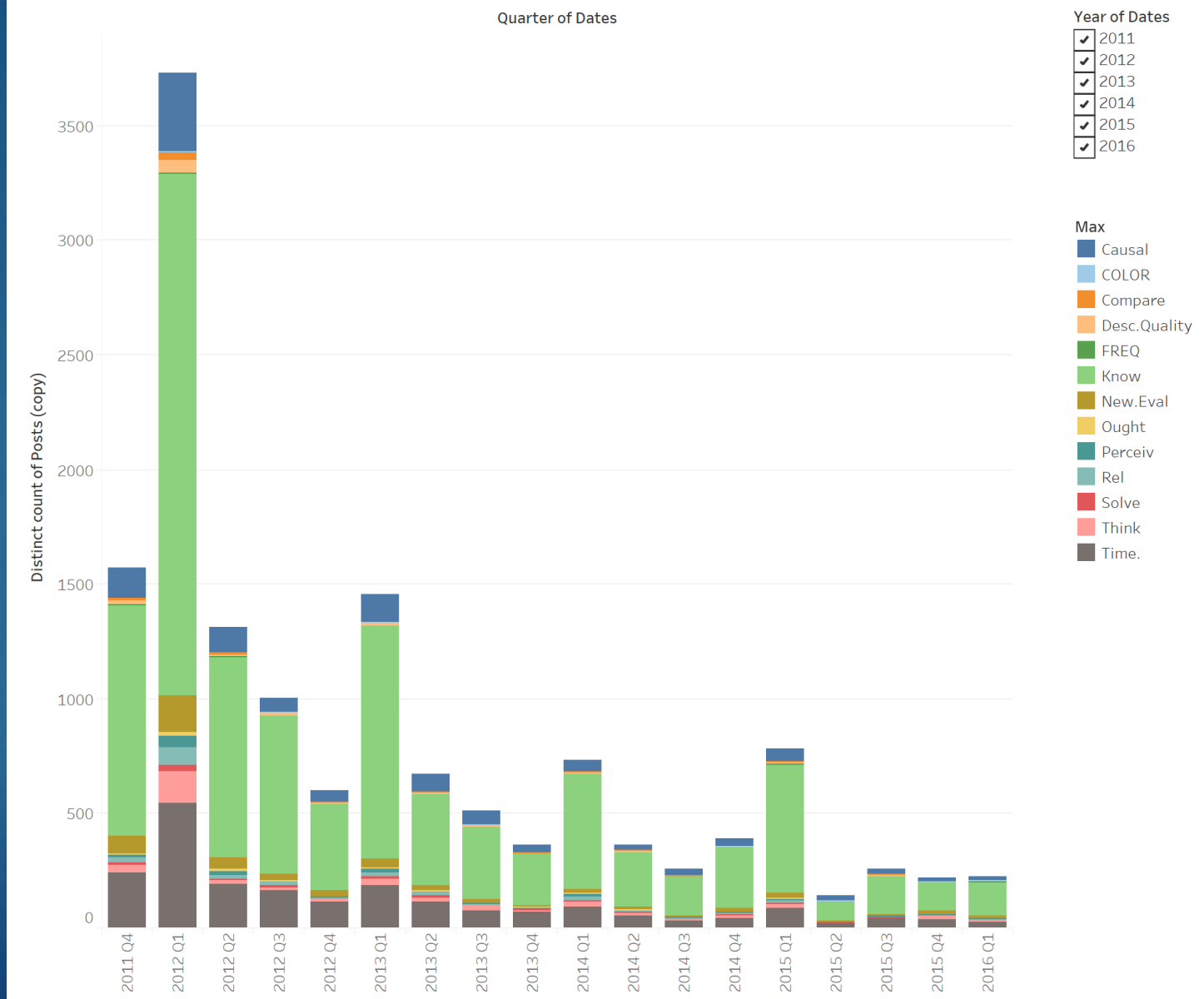

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Dates

Max	2011	2012				2013				2014				2015	
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Causal	132	345	112	59	49	119	77	60	33	51	21	28	30	52	22
COLOR		1		1		2		1					2		2
Compare	13	35	7	4	3	5	5	5	2	3	3	1	1	6	
Desc.Quality	14	53	9	12	4	12	5	3	3	9	6	2	3	6	
FREQ	3	7	1											1	
Know	1,006	2,278	875	692	382	1,013	397	318	226	498	238	175	267	562	87
New.Eval	79	159	52	26	23	40	24	14	8	21	13	6	15	24	2
Ought	1	13	6	1		5	1		3	3	1			3	1
Perceiv	18	51	18	7	5	14	6	4	4	13	4	2	3	6	1
Rel	21	76	15	15	4	20	16	3	4	12	6	4	8	13	1
Solve	12	30	6	8	2	8	10	7	5	9	6		1	2	2
Think	30	138	20	11	11	27	19	18	4	23	10	7	15	16	6
Time.	244	546	192	168	118	190	114	79	74	92	55	34	45	91	22

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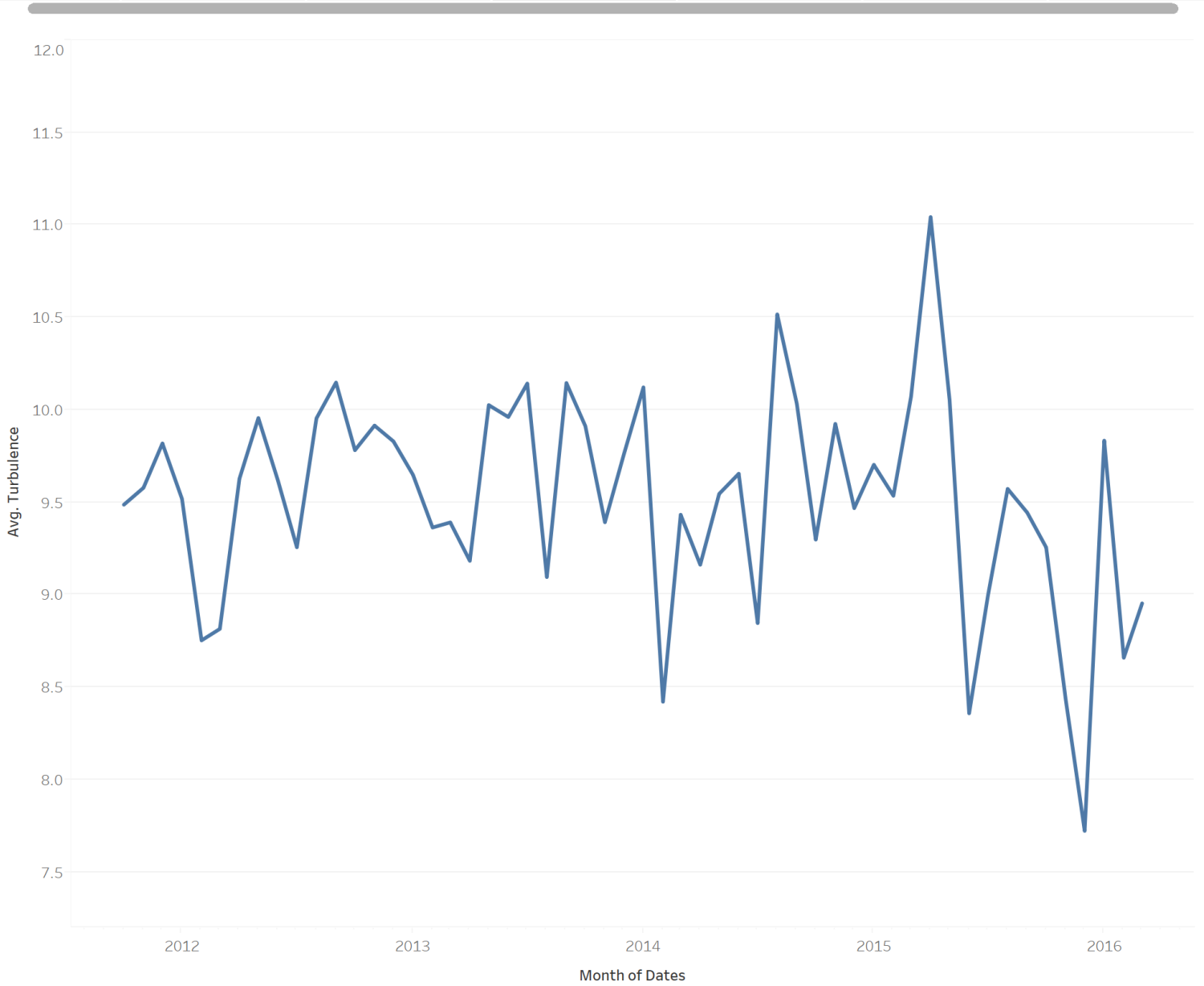

Findings

- Number of active posters on the Eve online forum gradually decreases throughout the years.
- Post, word count correlate with number of users posting.
- Overall posts are dominated by single cognitive marker “Know”, which brings us to a conclusion that user’s activities are more towards “knowing” centric
- This indicates to us that users primarily either provide knowledge or seek knowledge.
- But towards later years, it is not as dominant.
- Because of this, turbulence is low in the beginning years and then is more varied in the later years.

https://public.tableau.com/profile/publish/MIS699Group4Presentation2/Story1#!/publish-confirm